

Median Household Effective Buying Income

	Median Household EBI	\$20,000 - 34,999	\$35,000 - 49,999	\$50,000 & Over
Orlando (City)	\$34,870	27.8%	21.9%	27.9%
Orange County	\$40,241	24.6%	22.0%	36.0%
Seminole County	\$48,182	19.4%	20.3%	47.5%
Lake County	\$27,056	34.3%	19.1%	15.8%
Osceola County	\$30,699	33.6%	22.5%	18.4%
MSA	\$38,500	25.7%	21.3%	33.9%
Florida	\$35,363	26.4%	19.9%	30.6%
United States	\$38,365	23%	19.3%	35.3%

Source: Sales & Marketing magazine, 2002 Survey of Buying Power - 2002